

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

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Attorney Docket No.: **Google-115 (GP-089-03-US)**

Appl. No.: **10/676,195**

Confirmation No.: **7103**

Applicants: **Andrew FIKES, et al.**

Filed: **September 30, 2003**

Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED  
ADVERTISEMENTS**

TC/A.U.: **1796**

Examiner: **Tri V. Nguyen**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed on November 12, 2009 (Paper No. 20091105), which set a period for response to expire on February 12, 2010, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.